British Asian Music Artists

Listen to this Radio Programme about British Asian Artists

<http://www.bbc.co.uk/programmes/b00731cf>

Nihal looks at why there aren't more British Asian artists in the UK mainstream music industry.  
There have always been peaks of Asian musical popularity but why haven't they continued? One reason could be pigeon holing and the use of labels and terms such as "British Asian Artist".  
With the success of Jay Sean, Rumer, Naughty Boy and Jai Paul we could be on the cusp of another Asian musical peak. And now Adam Liversage from the BPI, the UK Music Industry has said that with the success that British Urban artists like Tinie Tempah have had in the last year why can't British Asians follow in their footsteps to the mainstream.  
But how can mainstream success be sustained this time and not just fade away?  
We talk to Prash from the Engine-Earz Experiment, Mumzy Stranger, PBN and Sonna Rele, four aspiring young British Asian artists all hoping to have mainstream success this year. They have just one complaint; "Don't label me British Asian Artist!"  
Darcus Beese of Island records and Arun Sandhu of Desihits Universal aren't impressed by the cry, they think this is about real talent and if your music is good you will make it.  
Do British Asian artists need to lose or use their Asianess to succeed in the UK mainstream music industry

An interesting Artistic Reflection of collective identity held in a photographic exhibition

<http://www.jaskirtdhaliwal.co.uk/gallery_240940.html>

New Asian Artists [](http://urbanboss.files.wordpress.com/2013/03/sonna-rele1.jpg)

Sonna Rele signs record deal with NeYo

<http://www.standard.co.uk/news/london/rb-star-neyo-offers-londoner-sonna-rele-record-deal-after-discovering-her-on-facebook-8530359.html>

<http://www.sonnarele.com/#./home>

Case Study Artists

M.I.A. Stay completely in the know by reading about any news related to her on NME’s website

<http://www.nme.com/news/mia>

Have you read the NY Times article?

JAY SEAN talks about his success as a British Asian

<http://www.communitychannel.org/london360/news-details/1317/>